Bangalore Electricity Supply Company Limited

BESCOM

(Government of Karnataka Undertaking)

INVITATION FOR BIDDER

CIN – U04010KA2002SGC030438

Enquiry No: BESCOM/2023-24/SE0078 Dated 29.12.2023

VOLUME-I

Section-I

"Engaging a Public Relations Agency (PRA) for the Common Media and Social Media activities of the entire Energy Sector for the effective Publicity & public interaction with Energy Sector"

ISSUED BY

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Bangalore Electricity Supply Company Limited

BESCOM

(Government of Karnataka Undertaking)

TENDER

Invitation for Bids

(Karnataka Public Procurement Portal mode)

1.0	**Bid Enquiry**	Enquiry No: BESCOM/2023-24/SE0078 Dated 29.12.2023
2.0	**Name of the work**	"**Engaging a Public Relations Agency (PRA) for the Common Media and Social Media activities of the entire Energy Sector for the effective Publicity & public interaction with Energy Sector**"
3.0	**Scope of work**	(Detailed Scope of work reference as per ITB Clause 1.0 Vol-1 Section-II)
4.0	**Period of contract**	The Contract Period is for a period of 3 years.
5.0	**Type of tender**	Two part tender **Part-I :** Techno commercial bid **Part-II :** Price bid
6.0	**Bid validity**	Bids shall be valid for 180 Days from the date of opening of techno-commercial bids.
7.0	**Tender processing fee**	As per Karnataka Public Procurement Portal.
8.0	**Amount put to Tender**	Rs. 23.01 Crs
9.0	**EMD**	a) The bidders shall pay EMD of ₹ **23.01 Lakhs** through any of the payment modes mentioned in the Karnataka Public Procurement Portal. b) Government/Quasi Government/Public Sector undertakings are not exempted from payment of EMD. The EMD shall be furnished along with the bids. c) Bids received without accompanying the requisite EMD are liable for rejection.

10.0 Bid Documents

Bid documents in the following format will be available in Karnataka Public Procurement Portal on or after **05.01.2024**

Volume-I

Section I : Invitation For Bids (IFB)

Section II : Instruction To Bidders (ITB)

Section III : General terms and Conditions of the Contract (GCC)

Volume-II

Section I : Techno-Commercial schedules

11.0 Calendar of Events

11.1	Date of availability of electronic bid documents in Karnataka Public Procurement Portal	05.01.2024 onwards
11.2	Pre-Bid Meeting	18.01.2024 @ 11.30AM @ 1st Floor, Belaku Bhavana, Corporate Office, K R Circle, Bengaluru-560001
11.3	Last date & time for submission of electronic bid documents in e-Mode only	05.02.2024, 15.00Hrs
11.4	Date & time of opening Techno-commercial bids	06.02.2024, 16.00Hrs
11.5	Date & time of opening Price bid	Will be opened in Karnataka Public Procurement Portal after completion of Techno-commercial evaluation & TSC. Separate intimation regarding date of opening of price bid will not be issued.
12.0	Quantity	As per the scope of the tender

13.0 Qualifying Requirements:

The bidder shall meet following pre-qualification criteria to participate in this tender.

A. **Prequalification / Eligibility Criteria:**

Sl. No.	Draft Pre-Qualifying Requirements Proposed	Requisite Documents to be uploaded
1	The Bidder should be a company/firm registered under relevant Acts in India and should have a registered office in India. The company/firm should have been operating in India for at least the last 10 (Ten) years.	The following documents shall be uploaded: 1. Certificate of incorporation /Partnership deed. 2. Copy of PAN Card

		3. Copy of GST registration certificate
2	The Bidder, shall be an single business agency / entity essentially involved in promoting Public Relation (Media) and Social Media Communication works and should have a minimum experience of 05 (five) years in rendering Public Relation(PR) & Social Media Communication Activities to any Government Department (Central/State/Public Sector). ***Note: No Consortium or Joint Venture is allowed.***	The following documents shall be uploaded: 1. Memorandum and article of association (MoA & AoA) 2. Work Order / Experience certificate from the Government Department.
3	The bidder should have completed or should be working on cumulatively at least 03 (three) Retainer Assignments or 02 (two) Assignments awarded by a Government Departments (Central/ State/Public Sector) for Public Relations and Social Media Management with a project duration of 1 year each or more in the last 5 (five) years on or before the due date for submission of bid. (FY 2018-19. 2019-2020, 2020-2021, 2021-2022 & 2022-23)	Work Order copies / Completion certificates issued by the Government Departments shall be uploaded.
4	The Bidder should have completed or should be working on at least 2 (Two) assignments awarded by a Government Departments (Central/State/Public Sector) for Public Relations and Social Media Management of minimum of Rs. 2 Crores (cumulate of 2 Projects). Out of these, at least one (1) project should have been completed in the last 5 (five) years on or before the due date for submission of bid. (FY 2018-19. 2019-2020, 2020-2021, 2021-2022 & 2022-23)	Work Order copies / Completion certificates issued by the Government Departments shall be uploaded.
5	The Bidder should have provided Media services for at least one international event in India or abroad for any of the Government or Public Sector undertakings	Work Order copies / Completion certificates issued by the Government or Public Sector undertakings shall be uploaded.
6	The Bidder should have at least one functional office in Bengaluru.	Self-declaration by the authorized signatory of the Bidder on the non – judicial stamp paper of Rs. 200/- and notarized by the notary shall be uploaded.
7	The Bidder should have a minimum average annual turnover of Rs. 1500 lakhs for the best three financial years	Audited profit and loss statement and balance sheets for the last five financial years.

	out of the previous five financial years. (FY 2018-19. FY 2019-2020, FY 2020-21, FY 2021-22 & FY 2022-23).	
8	The Bidders should have Liquid assets as on 20.01.2024 or later date before due date for submission of bid consisting of Cash at Bank + Term Deposits + availability of fund based credit facility in any Nationalized/scheduled Commercial Bank shall not be less than **Rs. 375 Lakhs**.	Banker certificate. Note : If the bidder has banking with more than one bank, then the available liquid assets mentioned as above as on 20.01.2024 or later date before due date for submission of proposals shall be the same date for all the banks.
9	The Bidder should not be blacklisted/barred by Central Government / any State Government / Autonomous Bodies / Government Organizations / PSUs as on date of submission of bid.	Self-declaration by the authorized signatory of the Bidder on the non – judicial stamp paper of Rs. 200/- and notarized by the notary shall be uploaded.
10	The bidder should have, during the last five years, neither failed to perform on any agreement, as evidenced by the imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the bidder or its Associate, nor been expelled from any project or agreement nor have had any agreement terminated for breach contract by the bidder.	Self-declaration by the authorized signatory of the Bidder on the non – judicial stamp paper of Rs. 200/- and notarized by the notary shall be uploaded.
11	The bidder must have in-house Public Relation (Media) and Social Media Communication capabilities to deploy the following key professional employees required for the Assignment and these professional employees shall be employees of the bidder. 1. Team Leader (PR): …….Nos. 2. PR Experts : ….. Nos 3. Social media Analyst: …..Nos 4. Kannada Language Expert ….Nos 5. Content Creator: …….Nos 6. Designer: ……Nos 7. Video Editor: ……Nos 8. Photographer: …..Nos	Self-declaration by the authorized signatory of the Bidder / HR Head along with the list of personnel (Name, Age, Sex, Qualification & Experience) and number of persons required for each role of the assignment with their experience certificates on the non – judicial stamp paper of Rs. 200/- and notarized by the notary shall be uploaded. Experience certificates of each of the professional shall also be uploaded.

Technical Evaluation Criteria

1. BESCOM shall evaluate the “Technical Proposal” only for the bidders who meet the pre-qualifications / eligibility requirements.

2. Each Technical Proposal will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get an overall Technical score of 75% or more will qualify for selection. Failing to secure minimum marks shall lead to rejection of the Bid and the Bidder.

Sl. No	**Description**	**Maximum Marks**	**Minimum Marks**
1	Experience of working on Projects for rendering Public Relation (PR) & Social Media Communication Activities to any Government Departments. • Experience of 5 years – 7 Marks • Experience of 6-10 years – 10 Marks	10	7
3	Experience of working on projects of similar nature with Government departments in the last 5 years. (FY 2018-19, 2019-2020, 2020-2021, 2021-2022 & 2022-23). • Similar nature of Projects completed or ongoing with project duration of 1 year or more: 3 or 2 Projects– 13 Marks. • Similar nature of Projects completed or ongoing with project duration of 1 year or more: 4 or 3 Projects– 14 Marks. • Similar nature of Projects completed or ongoing with project duration of 1 year or more: 5 or 4 Projects– 15 Marks.	15	13
4	Experience of working on projects of similar nature with Government departments in the last 5 years. (FY 2018-19, 2019-2020, 2020-2021, 2021-2022 & 2022-23). • One or Two Similar nature of Projects completed: Total cost of the project, between 1-3 Crores – 13 Marks. • Three or Four Similar nature of Projects completed: Total cost of the project, between 4-8 Crores – 14 Marks. • Above five Similar nature of Projects completed: Total cost of the project above 8 crores – 15 Marks.	15	13
6	Turnover – Average Annual Turnover for the best 3 (three) out of the previous five financial years (2018-19, 2019-20, 2020-2021, 2021-2022 & 2022-23). • Rs. 15.00 Crores -9 Marks • Above Rs. 15.00 Crores-10 Marks	10	9
7	Liquid Assets –Availability of Cash at Bank + Term Deposits + availability of fund based credit facility in any Nationalized/scheduled Commercial Bank as on 20.01.2024 or later date before due date for submission of bid.	10	9

	• Rs. 3.75 - 4.00 Crores -9 Marks • Above Rs. 5.00 Crores-10 Marks		
10	Experience of the Professionals to be deployed for the work (Marks are per each Professional role – Minimum score required for each Professional) • 5-10 Years -3 marks • 10-12 years- 4 marks • Above 12 years-5 marks	40	24

Key Professional Staff Qualifications and roles in the assignment:

There shall be project teams deployed simultaneously based on the following guidelines:

1. **Team Leader (PR):** Must have educational qualification of Bachelor's or Master's degree in Mass Communication / Journalism / Public Relations / a related field, with at least 10 (ten) years of experience in leading and managing PR campaigns in a PR agency or similar organization. The Team Leader will be responsible for overseeing the development and execution of all PR campaigns and materials, ensuring that the PR output of the Agency meets the expectations and requirements of the Karnataka government.
2. **PR Expert (Media) :** Must have educational qualification of Bachelor's or Master's degree in Mass Communication / Journalism / Public Relations / a related field, with at least 8-10 years of experience in a PR agency or similar organization. The **PR Expert** will be responsible for creating and implementing strategic PR plans, developing media relationships, managing day-to-day PR activities, drafting press releases, media pitches, and other PR materials. He/she will work closely with the team to ensure that all content is on-brand and aligned with the event’s messaging.
3. **Social Media Analyst:** Must have educational qualification of Bachelor's or Master's degree in Marketing / Communications / a related field, with at least ten years of experience in leading and managing social media teams in a creative agency or similar organization. The candidate should also have 5-7 years of experience in social media management, with a strong track record of creating and executing successful social media campaigns. The Team Leader will oversee the development and execution of all social media campaigns and materials, as well as the overall social media strategy development and management. He/she will ensure that the Agency's creative output meets the expectations and requirements while increasing brand awareness and driving engagement across various social media platforms. He/she should have experience planning, executing, monitoring, and reporting social media campaigns, with a deep understanding of social media trends, tools, and platforms. They should also have excellent communication and leadership skills and can inspire and lead a team towards achieving common goals.
4. **Kannada Language Expert:** Must have educational qualification of Bachelor's or Master's degree /diploma in any discipline with at least 8-10 years of experience in a Kannada Media Services. The **Kannada Language Expert** will be responsible for creating and implementing / translating strategic PR plans, developing media / social media relationships, managing day-to-day PR activities, and drafting press releases, media pitches, and other PR materials in Kannada

language wherever required. He/she will work closely with the team to ensure that all content in Kannada Language is on-brand and aligned with the event's messaging. The **Kannada Language** Expert should also have excellent communication skills and will be responsible for overseeing the development and execution of all PR campaigns and materials in Kannada language wherever required.

5. **Content Creator:** Must have educational qualification of Bachelor's or Master's degree in Marketing / Communications / a related field, with at least 5(five) years of experience in social media content strategy development. The Social Media Content creator will be responsible for the development of social media content strategy, including content ideation, creation, and distribution, to achieve social media goals and objectives.

6. **Designer:** Must have educational qualification of Bachelor's or Master's degree in Visual Arts / Graphic Design / a related field, with at least (3) Three years of experience in a creative agency or similar organization with sound knowledge of image editing, digital sketching, and graphic design, as well as proficiency in tools like Adobe Photoshop, In Design and Adobe Illustrator. The Graphic Designer/Illustrator will design and produce promotional materials, both in print and digital formats, such as brochures, posters, flyers, social media graphics, and email templates. They will also create visual assets for social media campaigns, including static images, animated GIFs, and info graphics. He/she should be able to work collaboratively with cross-functional teams to create visual content that aligns with the brand's guidelines and objectives.

7. **Video Editor:** Must have an educational qualification of a Bachelor's or Master's degree /diploma in any discipline with at least three years of experience in a creative agency or similar organization. The video editor should possess experience specializing in managing client stakeholders, film production, video asset creation, and sound design. A strong history of building and leading creative teams to execute high-profile projects for television and film.

8. **Photographer:** Must have a basic educational qualification of a Bachelor's or Master's degree /diploma in any discipline with at least five years of experience in a creative agency or similar organization. The photographer will be responsible for photographing, printing, accounting and customer service. Provide customer services to clients regarding scheduling appointments and photo shoots. Order supplies and maintain inventory for office and photographic needs.

Note:

I. The members of the Project Team shall be employees of the bidder. They shall not be changed during the contract period without prior permission.

II. The members of the Project Team must collaborate and share work as per job requirements to ensure that all strategies are aligned with our expectations and requirements.

III. The bidder should change the team if found unsatisfactory without any change in the financial bid with prior approval of the BESCOM.

14.0 The bidders can obtain the tender documents from Karnataka Public Procurement Portal Web site **https://kppp.karnataka.gov.in**

15.0 The prospective bidders are **advised to register their user ID, password, company ID in Karnataka Public Procurement Portal.**

16.0 Any clarification regarding the scope of work and technical features of the enquiry can be obtained from the undersigned during office hours.

17.0 BESCOM reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to award of Contract without incurring any liability to the affected Bidder/Bidders or any obligation to inform the affected Bidder / Bidders.

For further information, contact:

a) Karnataka Public Procurement Portal **Help Desk:-** +91-80-46010000

+91-80-68948777

b) BESCOM:- 080-22251927

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Sd/-

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